MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

BMK 3074 – GLOBAL MARKETING

(All sections / Groups)

16 FEBRUARY 2023
14:30 p.m. – 16:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Applying Hofstede's typology, explain how power distance can influence the marketing of products and services in different countries.

(25 marks)

QUESTION 2

Are global product and global brands the same? Support your answer with appropriate examples.

(25 marks)

QUESTION 3

Define the various types of pricing strategies and objectives available to global marketers.

(25 marks)

QUESTION 4

Discuss what makes the use of sales promotion so effective and popular. Support your answer with appropriate examples.

(25 marks)

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